

Starbucks.com Usability Evaluation Test Plan

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Purpose

The Starbucks.com serves as an online extension of Starbucks's offline business. Users can buy coffee, view menus and apply/manage their Starbucks cards on this website. While it provides various functions and aims to make consumer's shopping experience more comfortable, it suffers from numerous poor designs.

In this usability test, we will be gathering data about 'Managing Your Card' feature on Starbucks.com, we will address the following issues:

- Identify the major pain points while users use this feature.
- Identify how users feel about the typical workflow.

Through our evaluation, we hope to figure out how to redesign the website and improve the workflow of "Managing Your Card" feature, and finally improve the whole user experience of this feature.

Test Objectives

Our goal is to find answers to the following questions:

- How easily can users navigate to the card dashboard?
- Does having "Add a card" feature at the left top make sense?
- Do users read the long instruction texts?
- Can users choose the correct transfer button when transferring funds?
- Will users be confused about the "preview my transfer" button when transferring funds?
- Can users distinguish the difference between "unregister this card" and "remove this card"?
- Are users satisfied with the experience of managing a card on the Starbucks website?

User Profiles

The users of this website will be the ones who would buy Starbucks coffee and try their gift cards and online service. These people probably have enough curiosity to try new things as well as enough expertise to use new technologies, the age of these people may probably be 18~40 and most of them live in the areas where Starbucks shops can be easily accessed, such as the urban areas. The need of a quick way to gain food and coffee may also be one of the reasons that people use the website.

According to our scenarios, the ideal participants will demonstrate the following qualities:

Starbucks experience:

- Has experience of buying coffee from Starbucks shop.
- At least know what a gift card is for.

- Has little or some experience in using the “Managing Your Card” feature of Starbucks.com, but no expert users will be recruited.

Technology experience:

- Fluent in using computers, browsers, and typing in forms.
- Has rich experience in buying things or transferring money online.

Test Design**1. Introduce the team****2. Pre Test Screener (3 minutes)**

- Ask the participants general background questions and determine whether he is fit as a participant.
- If the participants are eligible to take part in the test, then ask them to review and sign a form giving permissions to record during the test.
- If participants are not eligible, thank them for their time and provide any compensation decided.

3. Introduction to the test (5 minutes)

- Give an overview of the test
- Purpose of the test.
- Explain the Rooms configurations and systems used in the test.
- Thinking out loud.
- Tasks the participants have to complete.

4. Performing the task (15 minutes)

- The participant will perform the tasks.

5. Post Test Debriefing (3 minutes)

- Ask participants to fill the post test questionnaire.
- Discuss any problems that the participant faced while testing.
- Discuss feedback or suggestions.

6. Thank participant for their time and provide compensation.**Task List****Task 1:**

Add the Monkey card for yourself, and then add the Colored card for your friend

Explanation:

For the first card, users will add it at <https://www.starbucks.com/account/home>. But after they add the first card, the system will direct them to <https://www.starbucks.com/account/card/addcard> which is the card dashboard. In the card dashboard, the “Add a card” feature is located at the left top. Users will probably not be able to find it.

Corresponding objectives:

- Does having “Add a card” feature at the left top make sense?

Task 2:

Transfer \$10 dollars from the Monkey card to the Colored card

Explanation:

The design of transferring funds is what makes the Starbucks card a gift card. Users can add friends’ card into their account and transfer money to his card. But the two transfer buttons are quite confusing, in the website, “Transfer to” means transfer money to the selected card and “Transfer from” means transfer money from the selected card, but users will probably think the opposite. Meanwhile, during the transfer process, users need to click the button “preview my transfer” to proceed to next step, but what they might expect here is just a simple “next” button.

Corresponding objectives:

- Do users read the long instruction texts?
- Can users choose the correct transfer button when transferring funds?
- Will users be confused about the “preview my transfer” button when transferring funds?

Task 3:

Delete these two cards from your account.

Explanation:

When users add friends’ cards, they don’t need the CSC code which is in the back of the card, they can only give money to these cards and can “remove” them from their own accounts whenever they want. If they add a new card to for their own use, they need to type in the CSC code so that they can use it, this step is called “register”. However, new users will probably find it difficult to figure out the difference between the two cards.

Corresponding objectives:

- Can users distinguish the difference between “unregister this card” and “remove this card”?

Test Environment

The setting of the test will be a controlled one. The study will take place in any public or private space such as library, café, restaurant, etc. The test will be conducted on both Windows/Mac laptops. The laptops will have screen recording software installed to record users' operations on Starbucks.com. Two observers will be taking notes and a moderator will be moderating the entire test.

Test Monitor Roles

The moderator: Darshil

The moderator is expected to give an overview of the test. He will be the one who guides the whole test process, he should observe and communicate with the participants to identify any problems the participants encounter in time, and determine whether to help the participants or skip the task. Moderator is also expected to communicate with participants about their feelings and confusion during the task and remind them to speak loud so that observers could record valuable data in the test.

The observers: Yujing, Fei

Observers are expected to take notes during the process, the notes will mainly follow the log sheets, but they should add any thoughts about what they observe during the process. Observers will not talk with participants during the whole test, but they should participate in the post test debriefing and ask the participants about the things they are concerned while observing.

Evaluation Measures

Quantitative:

- How much time does the participants take to complete the task?
- How many errors the participants make while performing the task?
- How many times do the participants go back to the dashboard?
- Number of clicks required by participants to complete the task.
- How much time the participants spend on reading instructions?
- How many times the participants require help to complete the task (FAQ or customer service)?

Qualitative:

- Record verbal reactions that shows participants' feelings and thoughts.
- Record facial reactions that shows participants' feelings and thoughts.

Report contents

The final draft of the report on the card management feature will address the following points:

- It will give an overview of the studies background, methodologies used, logistics involved and the goal of this test.
- It will answer the research objectives.
- Give quantitative and qualitative results specific to the research objectives.
- Provide images of some major pain points encountered during the study.
- Discuss the findings from the tests.
- It will also include a list of suggestions and recommendations to improve the application

Appendix A

Script

**** Introduction ****

Hello! My name is Darshil Mehta, these are my colleagues Yujing and Fei. We are DePaul University students. I need to actually read these instructions rather than just telling them to you so that everyone in the experiment gets the same information. Thank you for meeting with me today.

We are currently evaluating the Starbucks website, and particularly its card management feature. During this test you will first fill out a pre-test questionnaire. Then I'll give you a series of tasks to attempt to perform on the website, my colleagues will be observing you and taking notes. Finally, we'll have a post-test debriefing and ask a few questions.

For the tasks, we want to observe what you do and collect valuable data regarding the thoughts that go through your mind while you perform the task, thus I want you to speak out loud what you are thinking and tell me why you choose to perform the actions you're performing. Your actions and comments will be noted.

This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment only. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.

Before we begin, I just want to make sure that you're okay with us recording you for evaluation purposes. The recordings will only be reviewed by members of our team, and will be stored anonymously. You can request these records be deleted at any time. Are you okay with this?

If you have any questions, feel free to ask.

We need you to sign this form, giving your consent to participate in this test.

**** present consent form ****

**** Else, thank them for time and provide compensation ****

Now I would like you to imagine the following scenario.

You recently purchased a Starbucks card with \$10 balance in it. You will be gifting this card to friend as a thank you gift. You then decide to give him an additional \$10. To do this you

decide to transfer a sum of \$10 from your Starbucks card to his card. You will be using the Starbucks application to transfer the \$10.

We can begin the test whenever you are ready.

*** end script ***

*** Before participant begins the test ***

Now I will ask you to fill this Pre test questionnaire

Pre test questionnaire

- What is your name?
- What is your age?
- What is your gender?
- What is your occupation?
- How often do you visit a Starbucks store?
- Do you have a Starbucks gift card?
- Have you ever used the Starbucks online application?

*** After participant completes the test ***

Thank you for taking the time and participating in this test. We would like you to fill this post test questionnaire.

Post test questionnaire

- How do you like the “add a card” feature
- What do you think of the design of transferring funds
- Can you figure out the difference of “unregister” a card and “remove” a card
- Is there any feature that you liked very much?
- Do you have any suggestions on how we could improve it?

*** Thank participant again and give compensation. ***

Appendix C

Consent Form

Project Name: Usability Evaluation of Starbucks.com

Team: Yujing Su, Darshil Mehta, Fei Gao

I have been given and understood an explanation of this research project. I have had an opportunity to ask questions and have them answered. I understand that at the conclusion of the study, a summary of the findings will be available from the team members upon request.

I understand that the data collected from the study will be used in future analysis to help the team understand and improve Starbucks.com.

I understand that I may withdraw myself and any information traceable to me at any time up to one week after the completion of this session without giving a reason, and without any penalty.

I understand that the evaluation will be no more than 30 minutes, and I may withdraw my participation during the session at any time without penalty.

I understand my data will only be used within the context of this project. The data will be seen only by members of the evaluation team and the course instructor, and will otherwise be kept confidential.

I understand I will receive no compensation for participating in this evaluation.

I understand that if I have any questions or concerns I may contact any of the evaluation team members:

Yujing(tracysuyujing20@gmail.com),

Darshil(darshil309@gmail.com),

Fei(email.gaofei@gmail.com)

I **agree/do not agree** digital and video recordings taken during the session being used research reports on this project.

Participant's Signature:

Facilitator's Signature:

Date:

Appendix D

Checklist

Evaluation documents:

- The Script.
- The Consent form.
- Log sheets.
- Task list
- Pre-test questionnaire.
- Post-test questionnaire.

Documenting tools:

- Pen.
- Blank paper.

Devices:

- Laptop / computer.
- Recording device: phone, camera, etc.

Settings:

- Prepare the two cards:

The Colored card:

Number: 6109266951933754

CSC: 99999999

Current Balance: \$10



The Monkey card:

Number: 6115934760950734

CSC: 99999999

Current Balance: \$20



- Login to the page: <https://www.starbucks.com/account/home> with this account: Starbucks460@gmail.com / Depaul?123
- Login to Gmail in a new tab with this account: Starbucks460@gmail.com / Depaul?123
- Check the balance of the two cards, make sure there are \$10 in the Colored card and \$20 in the Monkey card.
- Remove all the cards in the account